NHTSA 2006 National Communications Plan – Occupant Protection and Impaired Driving

April 06 May 06 June 06 February 06 **January 06** March 06 T W T F T W T F S T W T W T F T W 5 3 4 5 2 3 4 2 3 4 5 6 7 8 9 10 11 12 13 10 11 12 13 14 8 9 10 11 9 10 11 12 13 14 15 14 **15 16 17 18 19 20** 11 12 13 14 15 16 17 12 (13 (14 (15 (16 (17 (18 15 16 17 18 19 20 21 (12) (13) (14) (15) (16) (17) 21 22 23 24 25 26 27 16 17 18 19 20 21 22 18 19 20 21 22 23 24 22 23 24 25 26 27 28 19 20 21 22 23 24 25 19 20 21 22 23 24 25 28 29 30 31 25 26 27 28 29 30 ²³/₂₀ 24 25 26 27 28 29 29 30 31 26 27 28 26 27 28 29 30 31 November 06 August 06 July 06 December 06 September 06 October 06 M T W T F S M T W T F S Τ M T W T F S T W T F S M T W T F S 2 2 3 4 5 3 6 3 3456789 2345678 9 10 11 12 13 14 9 10 11 12 7 8 9 **10 11 12 13 14 15 16** 9 10 11 12 13 14 15 **16 17 18** 10 11 12 13 14 15 16 15 16 17 18 19 20 21 12 (13) (14) (15) (16) (17) (18) 17 18 19 20 21 22 23 20 21 22 23 24 25 26 16 17 18 19 20 21 22 22 23 24 25 26 27 28 19 20 21 22 23 24 25 17 18 19 20 21 22 23

January 29 - February 5, 2006

23/30 24/31 25 26 27 28 29

Super Bowl Sunday

IMPAIRED DRIVING

Primary Message: Fans Don't Let Fans Drive Drunk

February 13 - February 19, 2006

CPS Week

OCCUPANT PROTECTION

Primary Message: 4-Steps for Kids

March 12 - 17, 2006

St. Patrick's Day

IMPAIRED DRIVING

Primary Message: Friends Don't Let Friends Drive Drunk Secondary Message: You Drink & Drive. You Lose.

April 1 – April 8, 2006

Screening and Brief Intervention

24 25 26 27 28 29

IMPAIRED DRIVING

27 28 29 30 31

Message: Alcohol Screening

May 15 - June 3, 2006

"Click It or Ticket"
National Enforcement Mobilization

OCCUPANT PROTECTION

Message: Click It or Ticket

June 25 - July 8, 2006

Fourth of July

IMPAIRED DRIVING

Primary Message: Friends Don't Let Friends Drive Drunk Secondary Message: You Drink & Drive. You Lose.

August 16 - September 4, 2006

You Drink & Drive. You Lose. National Enforcement Crackdown

IMPAIRED DRIVING

29 30 31

Message: You Drink & Drive. You Lose.

October 27 - 31, 2006

Halloween

IMPAIRED DRIVING

Primary Message: Friends Don't Let Friends Drive Drunk

November 13 - 26, 2006

Thanksgiving Weekend Travel

OCCUPANT PROTECTION

Primary Message: Buckle Up America. Every Trip. Every Time. Secondary Message: Click It or Ticket

December 1 - 31, 2006

Holiday Season

IMPAIRED DRIVING

26 27 28 29 30

Primary Message: Friends Don't Let Friends Drive Drunk Secondary Message: You Drink & Drive. You Lose.

Collateral Support

Sports and Entertainment Marketing Prom and Graduation Materials Parents Who Host, Lose the Most Materials Buckle Up in Your Truck Rural Occupant Protection

Note: Calendar dates and themes are subject to change.



²⁴/₃₁ 25 26 27 28 29 30

10/11/05